

ONTARIO
Department
of Tourism &
Information

Report no. 80.

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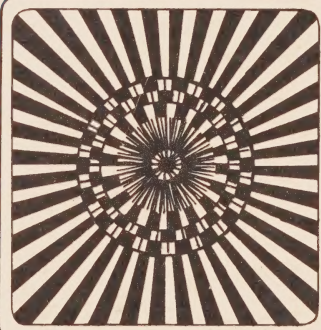
Statistical
Handbook

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UNIVERSITY OF TORONTO



ONTARIO

Prepared by the
Travel Research Branch

HON. JAMES AULD, Minister
A. S. BRAY, Deputy Minister

ONTARIO
Department
of Tourism &
Information

1968

Statistical
Handbook

Prepared by the
Travel Research Branch
Report Number 30

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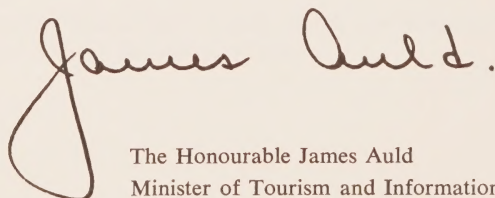
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PREFACE

With its many colourful facets, tourism is Ontario's rainbow industry, annually giving up a growing pot of gold. Each year Ontario entertains three times as many foreign visitors as it has residents — a ratio that is one of the highest of any major tourist jurisdiction in the world.

The industry's glitter is thus apparent; yet total awareness of its value can be elusive. To help resolve this, the Research Branch of my Department has prepared this Statistical Handbook on the tourist industry in Ontario.

It is my hope this booklet will serve to illustrate the vital role of tourism as a circulator and distributor of wealth, and the impact of travel spending on our economy.

A handwritten signature in dark ink, reading "James Auld." The signature is fluid and cursive, with a large loop at the beginning of the first name.

The Honourable James Auld
Minister of Tourism and Information,
Government of Ontario.

April, 1968.

TABLE No. 1

ESTIMATE OF TOTAL TOURIST
EXPENDITURE IN ONTARIO, 1966-1967

<i>Origin</i>	<i>Amount 1966</i>	<i>Amount 1967</i>
Ontario Residents (Direct)	\$ 445.7 Million ⁽¹⁾	\$ 459 Million ⁽¹⁾
Ontario Residents (Indirect)	447.9 Million ⁽²⁾	461 Million ⁽²⁾
United States and Other Foreign Countries	469.9 Million ⁽⁵⁾	500 Million ⁽³⁾ approx.
Other Canadian Provinces	239.6 Million ⁽⁴⁾	288 Million ⁽⁴⁾
TOTAL TOURIST EXPENDITURE	\$1,603.1 Million	\$1,708 Million

Source:

- (1) Ontario Department of Tourism and Information; Pertains to expenditures directly related to Travel, (Subject to revision).
- (2) Ontario Department of Tourism and Information; Pertains to expenditures indirectly related to Travel, (i.e. Capital Expenditures), (Subject to revision).
- (3) Projection by Ontario Department of Tourism and Information, based on Dominion Bureau of Statistics Data (Subject to revision).
- (4) Ontario Department of Tourism and Information; Forecast based on non-resident and resident division of Retail Sales Tax Revenue for the Province of Ontario (Subject to revision).
- (5) Dominion Bureau of Statistics.

TABLE No. 2

TOURIST EXPENDITURE IN CANADA AND ONTARIO BY U.S. AND
OVERSEAS TOURISTS (IN MILLIONS OF DOLLARS) 1959-1967

Year	U.S. Tourist Expenditures in Canada†	Ontario Per cent of Total†	U.S. Tourist Expenditures in Ontario	Index	Overseas Tourist Expenditures in Canada†	*Ontario Per cent of Total	Overseas Tourist Expenditures in Ontario	Grand Total
	(1)	(2)	(3)	1959 = 100	(4)	(5)	(6)	(3)+(6)=(7)
1959	\$ 351.1	52.7%	\$185.0	100.0%	\$ 40.0	—	—	—
1960	375.1	55.6	208.6	112.8	45.0	—	—	—
1961	435.3	56.0	243.8	131.8	47.0	—	—	—
1962	512.4	53.5	274.1	148.2	50.0	40.0%	\$20.0	\$294.1
1963	548.9	55.2	303.0	163.8	60.0	40.0	24.0	327.0
1964	590.0	56.5	333.4	180.2	72.0	40.0	28.8	362.2
1965	659.8	57.0	376.1	203.3	87.0	40.0	34.8	410.9
1966	730.0	56.0	408.8	221.0	110.0	55.5	61.1	469.9
*1967 (Est)	1,158.0	N.A.	N.A.	N.A.	146.0	N.A.	N.A.	N.A.

*—Estimated (Subject to revision).

†—Source: Dominion Bureau of Statistics.

TABLE No. 3

NUMBER OF NON-IMMIGRANTS AND NUMBER OF PASSENGER VEHICLES
ENTERING ONTARIO FROM THE U.S.A. 1950, 1955 AND 1960-1967
SHOWING U.S.A. POPULATION 1960, 1966 & 1967 — and U.S. TOURIST EXPENDITURES IN ONTARIO 1960-1967

Year	U.S.A. ⁽¹⁾ Population	Index 1960 = 100%	Number ⁽²⁾ of U.S. Visitors*	Index 1960 = 100%	PASSENGER VEHICLES ⁽²⁾			U.S. Tourist ⁽²⁾ Expenditures in Ontario (in millions of dollars)	Index 1960 = 100%
					Total Number of Vehicles†	Index 1960 = 100%	Vehicles Stopping 2 or more nights		
1950	—	—	15,802,639	—	4,614,314	—	N.A.	—	—
1955	—	—	19,216,246	—	5,441,902	—	591,142	—	—
1960	179,323,000	100.0%	20,001,680	100.00%	5,670,555	100.00%	811,725	\$208.6	100.0%
1961	—	—	20,681,378	103.40	5,933,566	104.64	873,624	243.8	116.9
1962	—	—	21,252,433	106.25	6,136,655	108.22	911,406	274.1	131.4
1963	—	—	21,627,127	108.13	6,438,265	113.54	983,226	303.0	145.3
1964	—	—	22,302,847	111.50	6,896,788	121.62	1,066,572	333.4	159.8
1965	—	—	23,235,281	116.17	7,143,530	125.98	1,140,410	376.1	180.3
1966	195,857,000	109.2	24,042,700	120.20	7,388,264	130.29	1,186,466	408.8	196.0
1967	197,000,000	109.9	23,944,227	119.71	7,655,430	135.00	1,410,162	N.A.	—

Note: *—In this total are included commuters from U.S.A. to Ontario.

†—Including taxis, commuters, bicycles, motorcycles and trailers, but excluding commercial vehicles.

Sources: (1) U.S. Department of Labour Publication.

(2) Dominion Bureau of Statistics.

NUMBER OF NON-IMMIGRANT VISITORS AND NUMBER OF PASSENGER VEHICLES
ENTERING ONTARIO FROM U.S.A. — 1950, 1955 and 1960-1967

Year	U.S. VISITORS TO ONTARIO		PASSENGER VEHICLES	
	EXCLUDING "other travellers" and rail persons "in transit"	INCLUDING "other travellers" and rail persons "in transit"*	Total Number of Vehicles†	Number of Passenger Vehicles Stopping Two or More Nights
1950	N.A.	15,802,639	4,614,314	N.A.
1955	N.A.	19,216,246	5,441,902	591,142
1960	N.A.	20,001,680	5,670,555	811,725
1961	16,863,718	20,681,378	5,933,566	873,624
1962	17,342,001	21,252,433	6,136,655	911,406
1963	18,237,579	21,627,127	6,438,265	983,226
1964	19,401,503	22,302,847	6,896,788	1,066,572
1965	19,402,111	23,235,281	7,143,530	1,140,410
1966	19,797,552	24,042,700	7,388,264	1,186,466
1967	20,725,524	23,944,227	7,655,430	1,410,162

Source: Dominion Bureau of Statistics.

*Note: Including daily commuters from U.S.A. and taxis.

†Note: Including taxis, commuting passenger cars, bicycles, motorcycles and trailers, but excluding commercial vehicles.

NUMBER OF NON-IMMIGRANT VISITORS AND NUMBER OF PASSENGER VEHICLES ENTERING ONTARIO FROM U.S.A. (1950, 1955, 1960-1967) in Millions

GRAPH No. 1

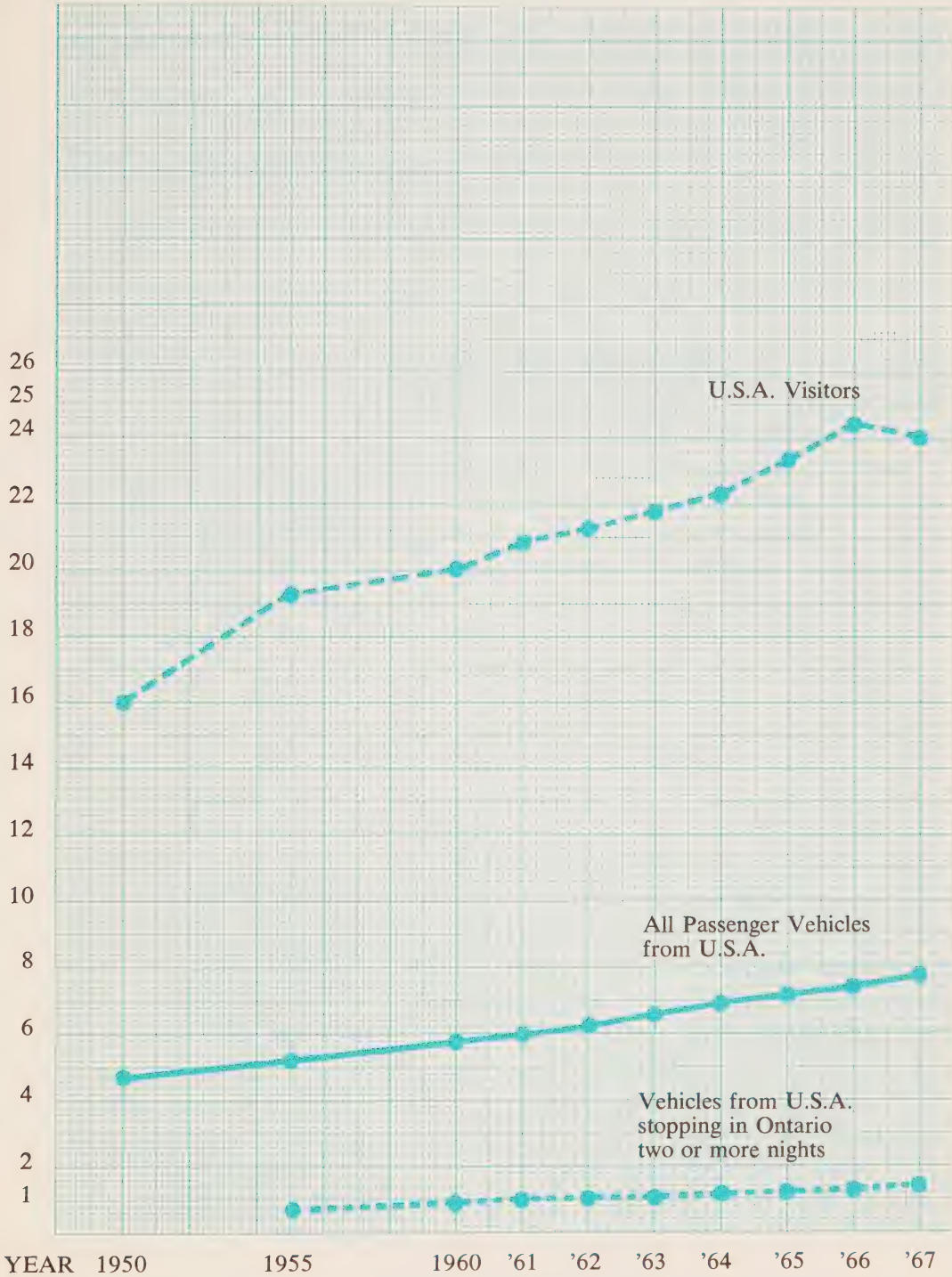


TABLE No. 5

PASSENGER VEHICLES VISITING ONTARIO
ON CUSTOMS PERMITS FOR TWO OR MORE NIGHTS,
FROM CONTINENTAL UNITED STATES,
BY SELECTED STATES — 1966

<i>States</i>	<i>Number of Passenger Vehicles Visiting Ontario for Two or More Nights</i>	<i>Percentage</i>
New York	309,322	26.07
Pennsylvania	84,152	7.09
New Jersey	29,348	2.47
Massachusetts	18,583	1.57
Wisconsin	27,499	2.32
Illinois	51,849	4.37
Michigan	356,986	30.09
Indiana	24,948	2.10
Ohio	131,732	11.10
Minnesota	35,308	2.98
Connecticut	11,222	0.95
TOTAL (11 States)	1,080,949	91.11
Rest of U.S.A.	105,517	8.89
GRAND TOTAL	1,186,466	100.00%

Source: Dominion Bureau of Statistics

METHOD OF TRAVEL
OF TOURISTS VISITING IN ONTARIO — 1967

TABLE No. 6

<i>Method of Travel</i>	<i>Percentage</i>
Car	79.8
Plane	1.7
Bus	2.9
Train	0.7
Boat	1.7
Other	13.2
TOTAL	100.0%

Note: Including commuters.

Source: Dominion Bureau of Statistics.

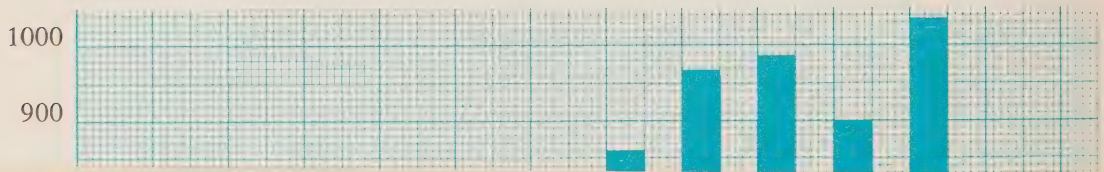
VISITORS TO ONTARIO GOVERNMENT RECEPTION CENTRES 1950, 1955, 1960-1967

<i>Year</i>	<i>Total</i>
1950	517,385
1955	500,966
1960	680,276
1961	785,051
1962	860,526
1963	968,120
1964	985,883
1965	898,539
1966	1,035,175
1967	615,059

Source: Ontario Department of Tourism and Information
Annual Reports for the Years 1950 to 1967.

VISITORS TO ONTARIO GOVERNMENT RECEPTION CENTRES (1950, 1955, 1960-1967) in Thousands

GRAPH No. 2



Note: Lower figures in 1967 were caused in part by changes in counting procedure previously used by Ontario Government Reception Centres.

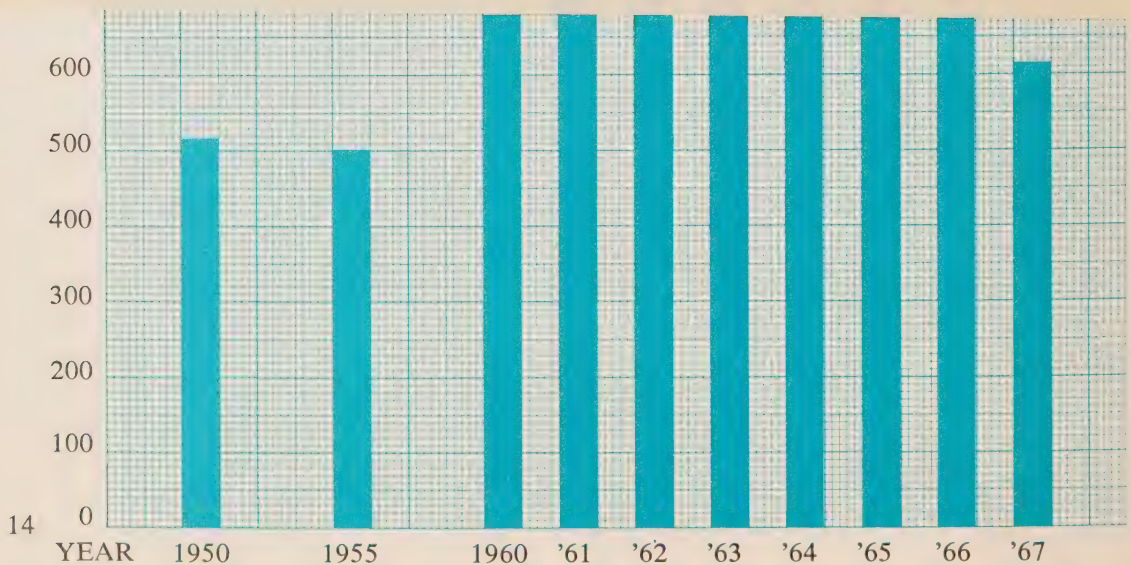


TABLE No. 8

VISITORS TO ONTARIO GOVERNMENT
RECEPTION CENTRES, BY CENTRE, 1967

<i>Centre</i>	<i>Number of Visitors</i>	<i>Percentage</i>
Kenora	44,670	7.26
Fort Frances	17,675	2.87
Rainy River	4,956	0.81
Pigeon River	30,687	4.99
Sault Ste. Marie	17,008	2.77
*Point Edward	46,078	7.49
*Windsor (Tunnel)	25,634	4.17
Windsor (Bridge)	12,504	2.03
Fort Erie	4,592	0.75
*Niagara Falls	17,633	2.87
Homer (St. Catharines)	9,942	1.62
*Lakeland (Barrie)	16,902	2.75
*1,000 Islands Bridge	88,587	14.40
Hill Island	38,485	6.26
Johnstown (Prescott)	14,772	2.40
Pointe-Fortune	49,007	7.97
*Cornwall	90,991	14.79
Hawkesbury	5,383	0.87
*Lancaster	79,553	12.93
TOTAL	615,059	100.00%

*Operated All Year.

All other Centres seasonally operated.

Source: Ontario Department of Tourism and Information Annual Report for the year 1967.

TABLE No. 9

NUMBER OF PROVINCIAL PARKS IN ONTARIO AND NUMBER OF VISITORS, 1957-1967

Year	*Number of Provincial Parks in Ontario (1)	Number of Visitors	**No. of Visitors to Parks Operated by St. Lawrence Parks Commission	Total	Percentage Increase or Decrease
1957	39	2,114,661	—	—	—
1958	45	3,232,460	—	—	—
1959	55	5,127,199	—	—	—
1960	63	5,692,978	699,588	6,392,566	—
1961	77	6,215,370	1,054,740	7,270,110	+ 14%
1962	81	7,820,994	1,336,604	9,157,598	+ 26%
1963	86	8,526,443	1,527,424	10,053,867	+ 10%
1964	88	9,147,218	1,633,784	10,781,002	+ 7%
1965	89	8,875,668	1,856,772	10,732,440	- 0.45%
1966	92	9,791,671	2,381,466	12,173,137	+ 13%
1967	94	10,192,533	3,716,848	13,909,381	+ 14%

*Source: Annual Reports, Ontario Department of Lands and Forests.

(1) Note: Parks controlled by the Ontario Department of Lands and Forests.
Small, unattended parks do not record visitors and are not included in these figures.

**Source: Annual Reports, St. Lawrence Parks Commission.

VISITORS TO PROVINCIAL PARKS IN ONTARIO
1960-1967 in Millions

GRAPH No. 3

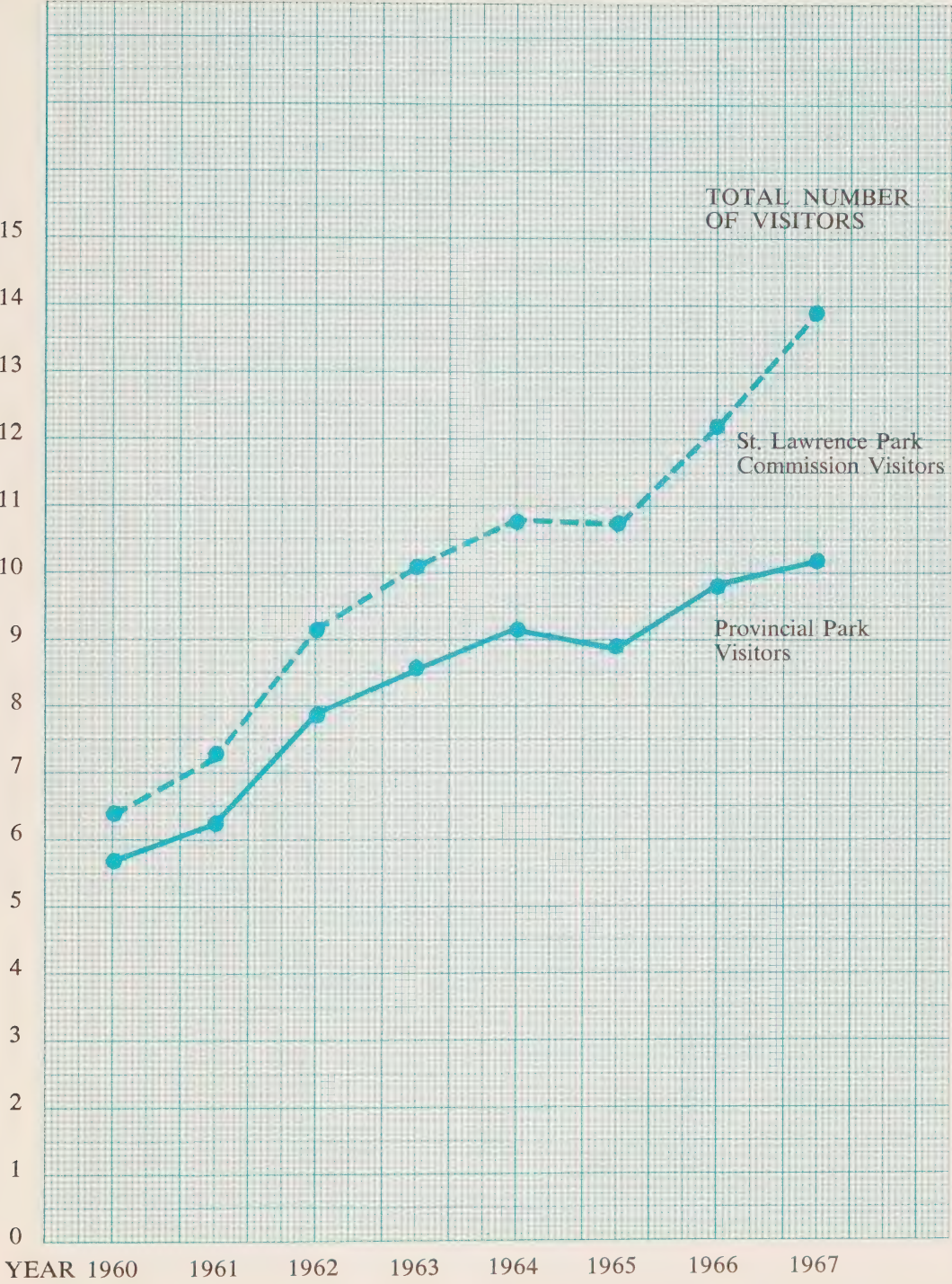


TABLE No. 10

VISITORS TO FORT HENRY
AND UPPER CANADA VILLAGE

Attendance — Mid-May to Mid-October 1961, 1966 and 1967

	1961	<i>Estimated Number of Persons</i> 1966	1967
Fort Henry	153,073	213,318	234,885
Upper Canada Village	212,489	227,754	352,949
TOTAL — HISTORIC SITES	365,562	441,072	587,834

Source: St. Lawrence Parks Commission Annual Report 1967

TABLE No. 11

NIAGARA PARKS COMMISSION ATTENDANCE FIGURES

at Park Facilities at Various Places in the Parks System,
1961, 1966 and 1967

	1961*	1966**	1967**
Old Fort Erie	54,299	65,561	55,634
Old Fort Erie Educational Tours	1,413	1,681	1,979
Tower Gallery (Crown Jewels)	85,887	114,178	89,175
Scenic Tunnel	297,867	506,619	543,956
Clifton Incline Railway	174,497	190,986	196,743
Potvin Museum	23,565	14,088	not open
Brock's Monument	70,646	72,258	76,535
McFarland House	4,179	3,275	8,075
Fort George	67,678	83,354	66,578
Navy Hall Museum	18,441	20,247	21,298
Fort George Educational Tours	15,433	24,732	38,524
Charles Daley Park	—	56,570	44,509
Gage House Museum (Stoney Creek Museum)	—	3,170	4,114
Whirlpool 18-Hole Golf Course (Niagara Parks Golf Course)	38,803	42,603	37,528
Park Greenhouses	230,000	223,552	205,100
Miller's Creek Campsite	—	9,351	8,259
Oak Hall Museum	—	9,125	8,866
Oak Hall Par-3 Golf Course	—	4,835	9,509
Horseshoe Falls Incline Railway	—	7,300	577,264
Soundlight Productions	—	—	5,112
TOTALS	1,082,708	1,453,485	1,998,758

Source: *Ontario's Tourist Industry" — Report by the Tourist Industry Committee of the Ontario Economic Council.

**Annual Report of the "Niagara Parks Commission".

TOURIST ESTABLISHMENTS AND NUMBER OF RENTAL UNITS IN ONTARIO
LICENSED BY THE ONTARIO DEPARTMENT OF TOURISM AND INFORMATION
AND THE LIQUOR LICENCE BOARD OF ONTARIO, 1950, 1955, 1960-1967

Year	TOURIST ESTABLISHMENTS			NUMBER OF RENTAL UNITS	
	Licensed by Ont. Dept. Tour. & Inf. ⁽¹⁾	Licensed by L.L.B.O. ⁽²⁾	Total	Licensed by L.L.B.O. ⁽²⁾	Total
1950	N.A.	N.A.	—	N.A.	—
1955	7,164	N.A.	—	64,744	—
1960	6,990	N.A.	—	73,699	—
1961	7,103	1,018	8,121	75,790	107,894
1962	7,145	1,034	8,179	78,951	111,255
1963	7,181	1,076	8,257	83,650	119,042
1964	7,212	1,115	8,327	88,221	125,353
1965	7,108	1,140	8,248	91,830	131,493
1966	6,922	1,185	8,107	89,636	131,028
1967	6,769	1,188	7,957	92,298	134,652

Source: (1) Ontario Department of Tourism and Information, Annual Reports.

(2) Liquor Licence Board of Ontario.

Note: N.A. = Not available.

TABLE No. 13

TOURIST ESTABLISHMENTS AND RENTAL UNITS IN ONTARIO
 LICENSED BY THE ONTARIO DEPARTMENT OF TOURISM
 AND INFORMATION, 1967

<i>Type of Establishment</i>	<i>Number of Establishments</i>	<i>Percentage</i>	<i>Number of Rental Units</i>	<i>Percentage</i>
Motel	1,446	21.36	23,204	25.14
Motor Hotel	40	0.59	1,449	1.57
Cottage	3,074	45.41	20,306	22.00
Cabin	510	7.54	4,689	5.08
Lodge	991	14.64	12,978	14.06
Hotel (and Inn)	121	1.79	2,569	2.78
Tourist Homes	109	1.61	1,124	1.22
Campsite	478	7.06	25,979	28.15
TOTAL	6,769	100.00%	92,298	100.00%
<i>Not Included:</i>				
Houseboats	2		21	

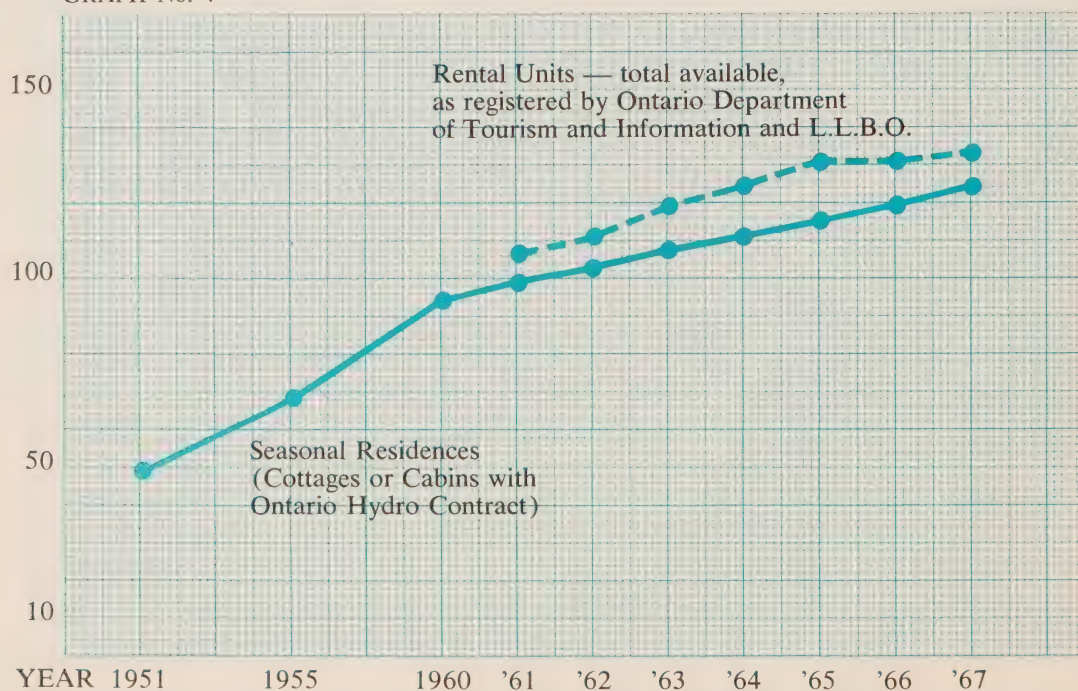
SEASONAL RESIDENCES (COTTAGES AND CABINS)
SERVED BY ONTARIO HYDRO, 1951, 1955 and 1960-1967

<i>Year</i>	<i>Number of Residences</i>
1951	49,913
1955	68,600
1960	95,196
1961	99,032
1962	103,415
1963	108,077
1964	112,455
1965	116,326
1966	120,611
1967	125,207

Source: Hydro-Electric Power Commission.

NUMBER OF RENTAL UNITS AVAILABLE (LICENSED BY ONTARIO DEPARTMENT OF TOURISM AND INFORMATION AND LIQUOR LICENCE BOARD OF ONTARIO) (1961-1967) AND NUMBER OF SEASONAL RESIDENCES (COTTAGES AND CABINS) WITH ONTARIO HYDRO CONTRACTS (1951, 1955, 1960-1967) in Thousands

GRAPH No. 4



PUBLICATIONS AND ADVERTISING EXPENDITURES
BY THE ONTARIO DEPARTMENT OF TOURISM AND INFORMATION
AND EXPENDITURES BY FOREIGN TOURISTS IN ONTARIO, 1962-1967
AND COMPARISON WITH PROMOTION EXPENDITURES (1966-67) BY QUEBEC, CANADA
(ALL PROVINCES COMBINED) AND CANADIAN GOVERNMENT TRAVEL BUREAU

Year	Publications	Advertising	Total	Total Expenditure by Foreign Tourists in Ontario	Promotion Expenditures as Percentage of Total Expenditure by Foreign Tourists in Ontario
	(1)	(2)	(3)	(4)	$\frac{(3) \times 100}{(4)} = (5)$
1962/63	\$ 372,698	\$ 444,855	\$ 817,553	\$294,100,000	0.278%
1963/64	415,972	458,662	874,634	327,000,000	0.267%
1964/65	370,676	487,676	858,352	362,200,000	0.237%
1965/66	342,315	657,052	999,367	410,900,000	0.243%
1966/67	499,797	764,874	1,264,671	469,900,000	0.269%
1966/67	381,698	662,013	1,043,711	(In Quebec) 135,240,000	0.772%
CANADA (All provinces combined)	2,616,753	3,301,468	5,918,221	(In Canada) 840,000,000	0.705%
CANADIAN GOVERNMENT TRAVEL BUREAU	1,497,000	2,267,000	3,764,000	840,000,000	0.448%

Sources: "Ontario's Tourist Industry" — Report by the Tourist Industry Committee of the Ontario Economic Council.

Dominion Bureau of Statistics.

VESSEL LICENSES ISSUED IN ONTARIO, 1963-1966

TABLE No. 16

Year	Total for Year	New	Transfer	Outboard	Inboard	Auxiliary Sailing	Less Than 18 Ft.	18 Ft. and Over	Accumulated Licenses	Total Licenses Issued
1963	26,855	18,328	8,527	24,072	1,954	829	23,432	3,423	—	—
1964	24,432	16,735	7,697	21,873	1,750	809	21,397	3,035	—	—
1965	25,847	17,854	7,993	23,084	1,858	905	22,642	3,205	288,005	313,852
1966	27,711	19,148	8,563	24,746	1,995	970	24,275	3,436	313,852	341,563

Note: Breakdown by Port available Ontario Department of Tourism and Information.

The effect of licensing of Ontario small craft by the Federal Government commenced about 1950 so that the current cumulative figures represent 16 years of experience. A detailed analysis of each license for 1965 and sample analyses for 1963 and 1964 indicate that 68.5 per cent of the annual licenses issued represent new boats.

All boats powered by an inboard or outboard motor of 10 H.P. or more must be registered. Sailboats and other non-power boats are not required to be registered unless used in Toronto Harbour and in Canadian Canal Systems.

On balance, in considering the figure to be used for Ontario after the analysis of all data available, and discussion with licensing authorities, we have concluded that no less than 75 per cent of the licensed fleet represents the actual Ontario potential. For this reason, in estimating the number of boats available in any port, we suggest the use of a 75 per cent conversion factor from the listed accumulative licensed total.

TABLE No. 17

TOTAL U.S. POWER BOAT REGISTRATION
BY GEOGRAPHIC AREA

<i>Area</i>	<i>*Inboard Boats</i>	<i>Per cent</i>	<i>*Outboard Boats</i>	<i>Per cent</i>	<i>*Total Boats</i>	<i>Per cent</i>
New England	59.2	10.8	202.9	6.3	262.1	7.0
Middle Atlantic	105.2	19.1	401.5	12.6	506.7	13.5
South Atlantic	80.6	14.7	492.8	15.4	573.4	15.3
TOTAL EAST	245.0	44.6	1,097.2	34.3	1,342.2	35.8
E. North Central	174.4	31.7	790.8	24.7	965.2	25.8
W. North Central	9.2	1.7	333.7	10.4	342.9	9.1
E. South Central	9.8	1.8	181.8	5.7	191.6	5.1
W. South Central	28.3	5.1	345.8	10.8	374.1	10.0
TOTAL MIDWEST	221.7	40.3	1,652.1	51.6	1,873.8	50.0
Mountain	8.4	1.5	85.6	2.7	94.0	2.5
Pacific	74.8	13.6	365.4	11.4	440.2	11.7
TOTAL WEST	83.2	15.1	451.0	14.1	534.2	14.2
GRAND TOTAL	549.9	100.0%	3,200.3	100.0%	3,750.2	100.0%

*—In Thousands.

Note: Power boat registration figures differ from estimates of total boats afloat since some states have only recently required registration. Sailboats and other non-power boats are not registered.

Source: Mobil Oil Company — 1962 Small Craft Market Survey.

GROWTH OF TRAVEL FROM THE UNITED STATES 1950-1966
(Thousands of Visitors)

Year	Overseas	U.S. VISITORS TO OTHER COUNTRIES*			
		Index %	Mexico	Index %	Total (excluding Canada)
				Index %	Canada
				Index %	
1950	676	100.00	400E	100.00	1,076
1951	684	101.18	404	101.00	1,088
1952	772	114.20	421	105.25	1,193
1953	827	122.34	395	98.75	1,222
1954	912	134.91	475	118.75	1,387
1955	1,075	159.02	499	124.75	1,574
1956	1,239	183.28	547	136.75	1,786
1957	1,369	202.51	569	142.25	1,938
1958	1,398	206.80	582	145.50	1,980
1959	1,516	224.26	611	152.75	2,127
1960	1,634	241.72	601	150.25	2,235
1961	1,575	232.99	622	155.50	2,197
1962	1,767	261.39	730	182.50	2,497
1963	1,990	294.38	848	212.00	2,838
1964	2,220	328.40	945	236.25	3,165
1965	2,620	387.57	1,049	262.25	3,669
1966	2,975	440.09	1,149	287.25	4,124

Note: E—Estimated.

*—Includes all categories. Totals for Americans visiting Canada were revised beginning in 1961 to reflect visits of 24 hours or more instead of 48 hours as previously shown.

Source: U.S. Department of Commerce; Immigration and Naturalization Service; Mexican Government Tourist Department; Dominion Bureau of Statistics.

TABLE No. 19

NON-RESIDENT VEHICLES ENTERING CANADA

Source: Reports from Border Offices of the Department of National Revenue

DECEMBER 1967

Entries of vehicles registered in other countries numbered 674,729 in December, some 116,700 or 20.9 per cent in excess of the same month of last year. Most of the increase was in Ontario where entries exceeded December 1966 by 73,247. Cumulative data show 12,371,407 entries during January-December 1967, an increase of 1,462,492 or 13.4 per cent higher than the previous year.

<i>Province of entry into Canada</i>	<i>% same day in 1966</i>	<i>1966⁽¹⁾</i>	<i>1967⁽¹⁾</i>	<i>Change in 1967</i>	<i>% Change in 1967</i>	
Newfoundland	—	17	—	—	17	— 100.0
Prince Edward Island	—	—	—	—	—	—
Nova Scotia	—	91	115	+	24	+ 26.4
New Brunswick	91.3	101,912	107,961	+	6,049	+ 5.9
Quebec	65.5	54,334	81,924	+	27,590	+ 50.8
Ontario	61.9	344,092	417,339	+	73,247	+ 21.3
Manitoba	75.6	10,139	12,717	+	2,578	+ 25.4
Saskatchewan	76.9	3,996	3,914	—	82	— 2.1
Alberta	67.0	2,735	3,906	+	1,171	+ 42.8
British Columbia	55.2	39,737	46,042	+	6,305	+ 15.9
Yukon Territory	8.2	976	811	—	165	— 16.9
Canada	67.4%	558,029	674,729	+	116,700	+20.9%
JANUARY-DECEMBER						
Newfoundland	—	537	53	—	484	— 90.1
Prince Edward Island	—	—	—	—	—	—
Nova Scotia	—	12,264	10,248	—	2,016	— 16.4
New Brunswick	86.3	1,461,180	1,464,805	+	3,625	+ 0.2
Quebec	57.7	882,748	1,934,441	+	1,051,693	+ 119.1
Ontario	58.8	7,388,264	7,655,430	+	267,166	+ 3.6
Manitoba	63.4	188,016	244,908	+	56,892	+ 30.3
Saskatchewan	58.7	80,004	83,753	+	3,749	+ 4.7
Alberta	38.5	101,756	104,150	+	2,394	+ 2.4
British Columbia	43.1	761,563	844,623	+	83,060	+ 10.9
Yukon Territory	12.0	32,583	28,996	—	3,587	— 11.0
Canada	61.0%	10,908,915	12,371,407	+	1,462,492	+13.4%

(1) Non-resident refers to vehicles registered in countries other than Canada and includes automobiles, taxis, motorcycles, bicycles, and all other vehicles except trucks used commercially. Data for 1967 are subject to revision.

Note: "Same day" traffic excludes travellers returning after midnight. Data for travellers staying one or more nights will appear in the regular monthly publication — Travel Between Canada, The United States and Other Countries (Catalogue No. 66-001).

Source: Dominion Bureau of Statistics.

TABLE No. 20

HIGHWAY TRAFFIC AT ONTARIO BORDER PORTS CALENDAR YEAR 1966

<i>Port of Entry</i>	<i>NON-RESIDENT PASSENGER CARS ENTERING ONTARIO*</i>			
	<i>Length of stay in Canada</i>		<i>Total</i> <i>Per cent</i>	
	<i>One or more nights in Canada</i>	<i>Entering and leaving same day</i>		
Cornwall	36,344	62,057	98,401	1.46%
Courtright	—	—	—	—
Fort Erie	588,680	1,084,502	1,673,182	24.88
Fort Frances	69,129	17,421	86,550	1.29
Kingston	2,680	1,692	4,372	0.06
Kingsville	12	—	12	—
Lansdowne	160,524	69,148	229,672	3.42
Leamington	19	—	19	—
Midland	46	—	46	—
Niagara Falls	660,559	623,802	1,284,361	19.09
Pelee Island	1,036	168	1,204	0.02
Pigeon River	57,413	11,313	68,726	1.02
Port Lambton	4,684	6,410	11,094	0.16
Prescott	25,915	25,985	51,900	0.77
Rainy River	9,091	4,893	13,984	0.21
Sarnia	266,293	305,395	571,688	8.50
Sault Ste. Marie	145,584	76,708	222,292	3.31
Sombra	5,106	6,871	11,977	0.18
Toronto	172	24	196	—
Walpole Island	2,863	4,249	7,112	0.11
Windsor	1,008,199	1,381,227	2,389,426	35.52
TOTALS	3,044,349	3,681,865	6,726,214*	100.00%

*—Repeats and taxis excluded.

Source: Dominion Bureau of Statistics.

OVERSEAS VISITORS TO CANADA AND ONTARIO
SUMMARY FOR YEAR 1966

TABLE No. 21

	<i>Overseas Visitors To Canada</i>	<i>Overseas Visitors To Ontario</i>	<i>Ontario's Per cent of Total</i>
Direct Overseas Arrivals to Canada	149,502	66,861	44.72
Overseas Arrivals to Canada via U.S.A.	261,261	161,172	61.69
TOTAL	410,763	228,033	55.51%

Source: Dominion Bureau of Statistics.

OVERSEAS VISITORS TO ONTARIO
SUMMARY FOR YEAR 1966

TABLE No. 22

	<i>Number</i>	<i>Per cent</i>
Direct Overseas Arrivals	66,861	29.3
Overseas Arrivals via U.S.A.	161,172	70.7
TOTAL	228,033	100.0%

Source: Dominion Bureau of Statistics.

APPENDIX

Tourist Establishment Occupancy in Ontario

JULY and AUGUST, 1967
(Report No. 22)

ONTARIO DEPARTMENT OF TOURISM AND INFORMATION

TOURIST ESTABLISHMENT OCCUPANCY REPORT

Sampling Method

In order to calculate the occupancy of all types of tourist establishments in Ontario, by Vacation Area, during the months of July and August, ten per cent of each type of establishment licensed by the Ontario Department of Tourism and Information and the Liquor Licence Board of Ontario, i.e., hotel, lodge, motel, cottage, campsite, cabin (or other), were selected randomly in each of the 32 Ontario vacation areas.

One sampling card (opposite page) was forwarded during the month of July, and another during the month of August, to each selected establishment. Basic description of the establishment contacted was given on each card, and in addition, provision was made for three basic data on which the sample was based:

- (a) total number of rental units available
- (b) number of rental units occupied
- (c) selected weeks (in rotation)

Weeks for each month were selected randomly and transcribed on each card by Travel Research Branch. These survey cards were transmitted to the tourist establishments selected through the field staff of the Tourist Industry Development Branch, Ontario Department of Tourism and Information. Upon completion by the tourist establishments, they were mailed directly to Travel Research Branch, where the first screening was made, deleting those which were improperly filled out and calculations made.

If additional information on the method of calculation for each month, in each type of establishment, in all vacation areas, is desired, please contact Travel Research Branch at 185 Bloor Street East, Toronto 5.

The following tables include all occupancy indices, expressed in per cent, for groups of vacation areas, and each type of establishment, and also totals for the province.

Quite a wide range of rental units and establishments was tabulated. However, not all establishments supplied the required information; in some cases data supplied was incomplete, and in another few instances, data was received too late to be included in the tabulation so that less than 10 per cent of all establishments were actually processed. In some instances, the number of establishments replying correctly was so low that the validity of the occupancy index is questionable.

This sampling will be carried out yearly during the months of January and July and we hope that with improved co-operation of establishment owners, validity of the occupancy index will improve.

The ten per cent random selection of tourist establishments will be changed every twelve months.

The basic sampling method used was probability proportional to size. We hope that the occupancy index will prove useful to all those connected with the tourist industry.

SAMPLING CARD

Name of Establishment _____

Address _____

Vacation Area _____

PLEASE INDICATE MAIN TYPE OF ESTABLISHMENT OPERATED:

Hotel, Motor Hotel (L.L.B.)	<input type="checkbox"/>	Cottage	<input type="checkbox"/>
Hotel	<input type="checkbox"/>	Cabin	<input type="checkbox"/>
Motel	<input type="checkbox"/>	Campsite	<input type="checkbox"/>
Resort-Lodge (A.P.)	<input type="checkbox"/>	Other	<input type="checkbox"/>

PLEASE COMPLETE THE FOLLOWING FOR THE WEEK OF:

_____ (Inclusive)

If you have more than one type of rental unit in your establishment, please name and give their occupancy separately:

Type of Establishment	Units Available	NUMBER OF UNITS OCCUPIED ON:						
		Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Sun.
1								
2								
3								

Note: For the purpose of this survey a room is to be considered fully occupied even if being used by only 1 person.

PLEASE RETURN COMPLETED CARD AS SOON AS POSSIBLE AFTER SURVEY DATE. THANK YOU.

**SUMMARY OF TOURIST ESTABLISHMENT OCCUPANCY
BY SELECTED DISTRICT AND TYPE OF ESTABLISHMENT
IN PER CENT — AUGUST 1967**

<i>District</i>	<i>Vacation Areas</i>	<i>% Response</i>	<i>Total</i>	<i>Hotel, Motor Hotel LLB</i>	<i>Hotel (Not LLB)</i>	<i>Motel</i>	<i>Lodge</i>	<i>Cottage</i>	<i>Cabin</i>	<i>Campsite</i>	<i>Other</i>
1	(1) Kent-Essex (2) Lambton-Sarnia (3) Central Erie (4) Mid-Western Average Occup. District (1)	61 56 55 62		62	26	74	35	67	44	44	28
2	(19) Grey-Bruce Average Occup. District (2)	47	63	46	64	72	90	72	66	29	19
3	(5) Niagara-Iroquoia Average Occup. District (3)	52	72	72	n/a	76	41	92	44	66	50
4	(6) Metropolitan (9) Great Pine Ridge Average Occup. District (4)	47 58	86	88	90	86	25	99	58	58	3
5	(7) Huronia-Lake Simcoe (18) Muskoka Average Occup. District (5)	52 72	70	56	15	92	62	77	38	27	62
6	(8) Kawartha Lakes (17) Haliburton Average Occup. District (6)	51 85	66	65	33	56	50	73	54	89	6
7	(10) Bay of Quinte (11) Hastings-Land O'Lakes (12) Rideau Lakes-1000 Islands (13) Seaway Valley Average Occup. District (7)	52 35 56 29	69	68	14	80	61	85	21	66	100
8	(14) Lower Ottawa Valley (15) Upper Ottawa Valley (16) Madawaska Valley Average Occup. District (8)	38 59 43	52	84	n/a	80	60	59	53	15	82
9	(20) Parry Sound-Georgian Bay (21) Algonquin Park (22) Nipissing (23) Sudbury (24) Manitoulin (25) Algoma (26) Golden Route-101 (27) Temiskaming (28) James Bay Frontier Average Occup. District (9)	25 — 56 50 86 50 56 33 33	69	70	16	72	62	75	70	41	33
10	(29) Upper Lake Superior (30) Rainy River (31) Lake of the Woods (32) Patricia Average Occup. District (10) Average Occupancy — 1967	71 36 56 56	60 68	66 73	n/a 42	83 79	40 56	61 75	77 48	26 41	80 40

Note: 1967 Sample: 955 Establishments selected in Sample: 503 Correct Responses received and tabulated;
53% Correct Responses (in percent of selected sample).

AVERAGE OCCUPANCY OF ONTARIO TOURIST ESTABLISHMENTS
BY TYPE OF ESTABLISHMENT, JULY AND AUGUST, 1966 AND 1967
IN PER CENT

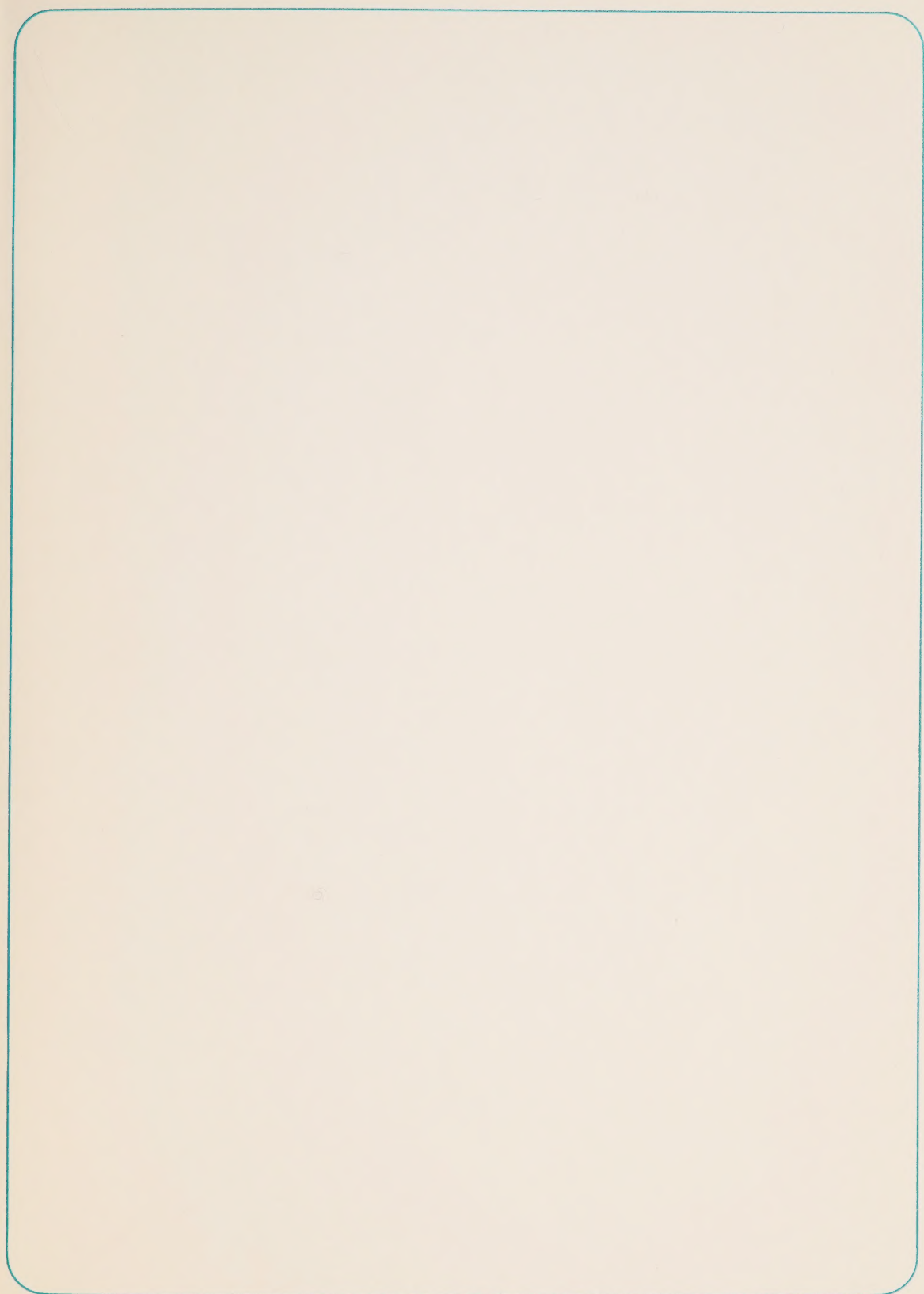
Year	Month	TOTAL all types of Estab- lishment	Hotel, Motor Hotel LLB	Hotel, (not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
1966	July	69	63	—	76	61	76	53	81	59
	August	66	68	—	72	60	64	44	—	45
1967	July	66	68	54	75	56	74	52	41	56
	August	68	73	42	79	56	75	48	41	40
			1966		1967					
			July	August	July	August				

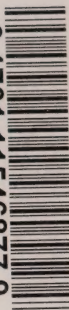
Note: Establishments selected for Sample

Correct responses received and tabulated

Correct responses (in per cent of selected sample) 69% 61% 73% 53%

Sample returns on Campsites were not satisfactory and figures shown are not representative.





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